Apple // Forever
Program of Events

April 24, 1984
Moscone Center
San Francisco

April 24, 1984

Welcome to the ''Apple // Forever'' Expo and Dealer Conference.

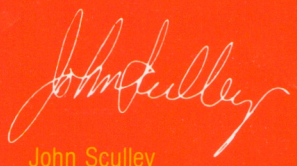
As you know, we're dedicated to making 1984 extraordinary. As a first step, we introduced the Macintosh and Lisa 2 in January, and followed that introduction with aggressive and innovative marketing programs. We are now ready to take our second step. And we want you to be part of it.

Throughout the day, we'll introduce you to new and exciting additions to the Apple // family of products, accessories, and software — additions not only from Apple, but from over 100 independent developers as well. We'll also bring you up to date on corporate sales strategies and our new, equally aggressive and innovative marketing and advertising programs.

All in all, we're confident that you will leave this informational event without a doubt that, as so many others have said, ''the Apple // will live forever.''

We're pleased you could join us for this important day in the history of Apple Computer and the Apple //.

Sincerely,



John Sculley
President and Chief Executive Officer

Registration/Hospitality Desk

Registration begins on Monday, April 23, at each of the conference hotels from 4:00 P.M. to 9:00 P.M. You must register at the hotel where you are staying. Attendees not staying at one of the conference hotels can pick up their registration materials Monday, April 23, *ONLY* at the St. Francis Hotel. Persons arriving after 9:00 P.M. on Monday can register at Moscone Center beginning at 7:00 A.M. on Tuesday, April 24.

When you register, you will be issued a name badge. This badge must be worn for all events, beginning with the Dealer Welcome Reception on Monday evening at the St. Francis Hotel.

An Apple Hospitality Desk will be located at each of the conference hotels and at Moscone Center during the entire ''Apple // Forever'' event. Travel Incentives' staff will be available at each of these locations should you have any questions regarding accommodations or travel.

Transportation

Apple has arranged for shuttle service between the conference hotels and Moscone Center for the ''Apple // Forever'' event. On Monday, April 23, shuttle service will operate between the Hyatt Regency Embarcadero, the Meridien, and the St. Francis hotels. These shuttles will operate between 1:00 P.M. and 9:00 P.M. Please note that the Hyatt Union Square is within walking distance of the St. Francis Hotel where the Dealer Welcome Reception will be held.

On Tuesday, April 24, shuttle service will begin at 7:00 A.M. from all conference hotels to the Moscone Center. Shuttles will run continually throughout the day, to and from all events at Moscone Center.

For the pick-up location of the shuttle at each of the hotels, check with the Apple Hospitality Desk at your hotel.

How To Find Your Way Around

The location for each activity at Moscone Center and the conference hotels are illustrated in this program. For locations and times of the Rep Firm Breakout Sessions, see the special listing in this program.

Agenda of Events

Monday, April 23

4:00 P.M.-9:00 P.M. **Early Registration**

6:00 P.M.-7:30 P.M. **Dealer Welcome Reception**
Grand Ballroom,
St. Francis Hotel
(badges required)

Tuesday, April 24

6:30 A.M.-8:00 A.M. **Continental Breakfast**
Colonial Ballroom, *St. Francis Hotel*
Plaza Ballroom, *Hyatt Union Square*
Lobby, *Hyatt Regency Embarcadero*
Cabernet Ballroom, *Meridien*

7:00 A.M.-8:15 A.M. **Registration at Moscone Center**

8:30 A.M.-9:45 A.M. **General Session**
Last 100 Days —
Steve Jobs, *Chairman of the Board*

"Apple *II* Forever" —
John Sculley, *President and Chief Executive Officer*

10:00 A.M.-4:45 P.M. **"Apple *II* Forever" Expo**
Trade Show *(Hall B)*
Hands-on Demonstrations *(Hall D)*
Retail Merchandising Display *(Hall D)*
Apple *II* Phenomenon —
An Historical Exhibit *(Hall C)*
Apple Store *(outside Hall D)*

10:00 A.M.-4:45 P.M. **Rep Firm Breakout Sessions**
Please see separate schedule for locations and times.

11:30 A.M.-2:00 P.M. **Buffet Lunch**
Halls C and E

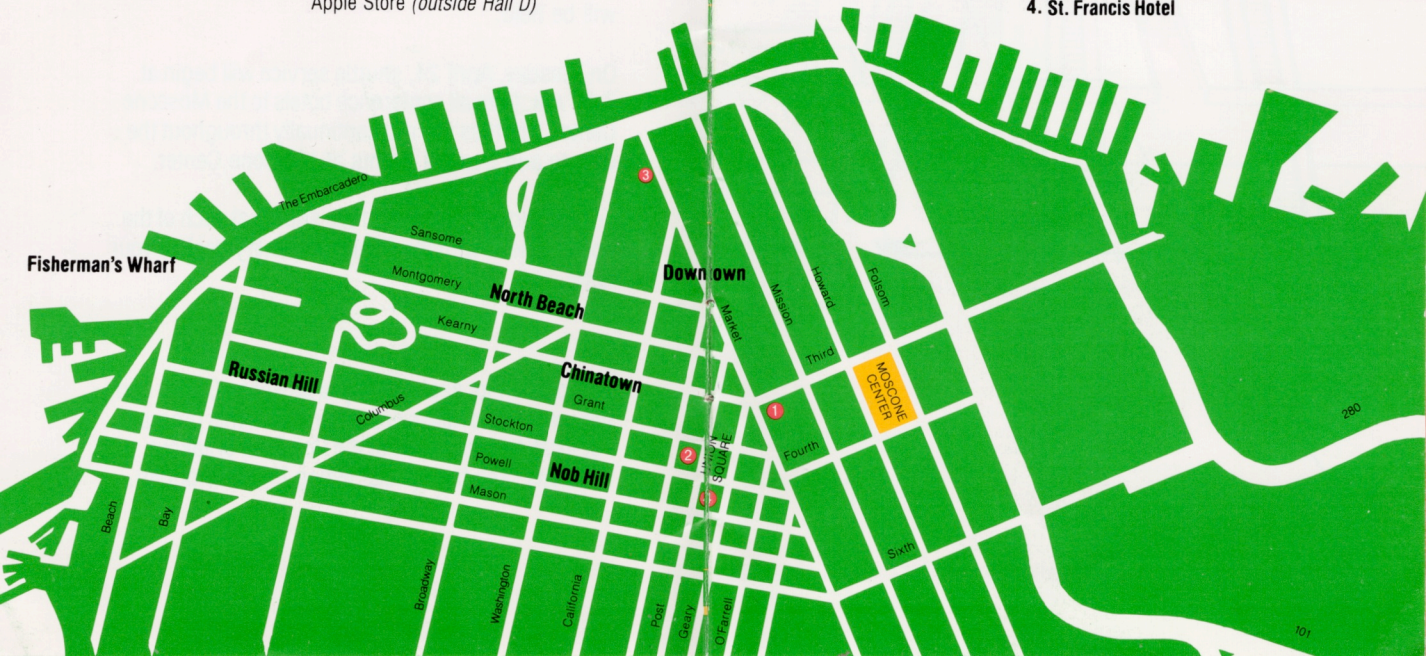
4:45 P.M. **Sessions and Expo Adjournment**
Moscone Center

5:30 P.M.-7:30 P.M. **Buffet Dinner***
Grand Ballroom, *St. Francis Hotel*
Plaza Ballroom West, *Hyatt Union Square*
Golden Gate Ballroom A, *Hyatt Regency Embarcadero*

8:30 P.M.-11:00 P.M. **Live Entertainment**
Moscone Center, Hall C

***Note:** "Apple *II* Forever" participants not staying at any of the conference hotels are invited as Apple's guests to have dinner at the Hyatt Union Square. Participants staying at the Meridien will be issued Dinner Invitations giving their location for dinner.

Participating Hotels:
1. Hotel Meridien
2. Hyatt on Union Square
3. Hyatt Regency Embarcadero
4. St. Francis Hotel



Event/Locations

Main Hall
The site of the morning events, with presentations by John Sculley, Steve Jobs, and others.

Rep Firm Breakout Sessions
You'll get more detailed information about the morning's exciting announcements during the afternoon breakout sessions.

Hands-On Room
Get a first-hand look at the new possibilities offered by Apple's new products.

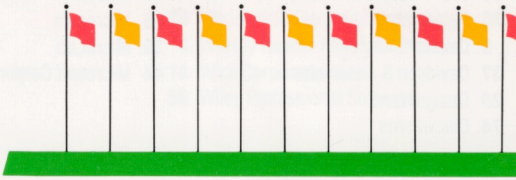
Retail Merchandising Display
Apple presents some ideas on how to use our dramatic new merchandising materials effectively.

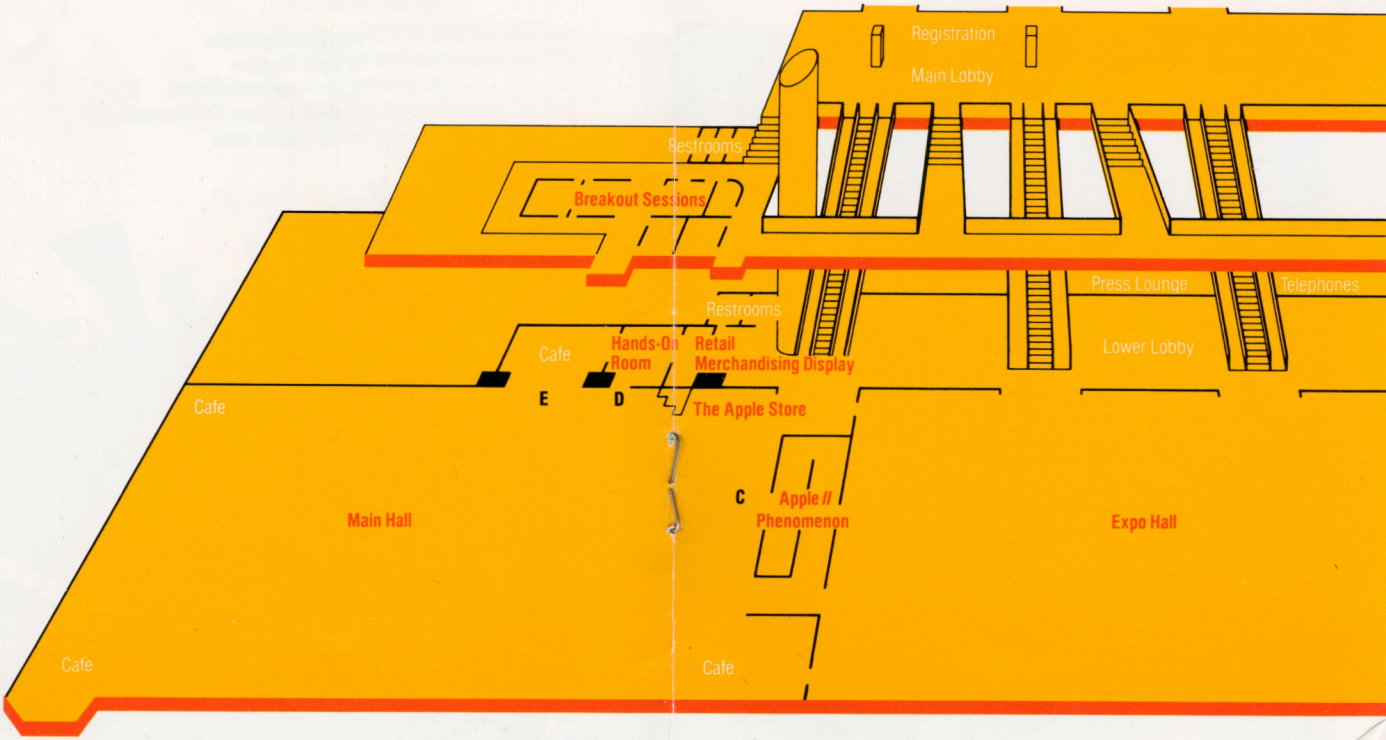
The Apple Store
Take home products that commemorate this day and celebrate our ''Apple // Forever'' theme.

Apple // Phenomenon
A look back at the history of the Apple //, and a look forward to the future.

Expo Hall
Apple joins ranks with more than 100 other companies to display a world of new products for the Apple // family.

Cafe
All that excitement might make you hungry. Stop in to sit down and enjoy some lunch.





Exhibitors

21 Aardvark/McGraw-Hill
63 Addison-Wesley
48 Advanced Ideas
38 Advanced Logic Systems
59 Applied Software Technology, Inc.
85 Arktronics Corporation
73 Array's Inc./Continental Software
23 Artsci, Inc.
2 Bank of America
91 Bantam Books
16 Borg-Warner Educational Systems
64 BPI Systems
91 Brady Communications, Inc.
42 Brøderbund Software
41 CBS Software
80 Chalk Board
14 CompuServe
49 Creative Publications
50 CyberLYNX Computer Products, Inc.
69 D.C. Heath & Company
36 Datamost, Inc.
5 Datasoft, Inc.
37 Davidson & Associates
20 DesignWare
74 Discwasher
32 DLM Teaching Resources
28 Dow Jones Software
45 Electronic Arts
68 EPYX
76 Grolier Electronic Publishing, Inc.
11 Harcourt Brace Jovanovich
54 Hayden Software Co.
57 Hayes Microcomputer Products, Inc.
24 Houghton Mifflin Company
91 Howard W. Sams & Co., Inc.
46 HowardSoft
89 Human Engineered Software
9 Imagic
51 Infocom
61 Knoware, Inc.
40 Koala Technologies
72 Kriya Systems, Inc.
58 McGraw-Hill
53 MECC
88 Micro D
66 Microcom
39 MicroLab
44 Microsoft Corporation
18 Milliken Publishing Company
55 Milton Bradley Co.
35 Monogram
84 Muse Software
6 Odesta Corporation
86 Peachtree Software
19 Penguin Software, Inc.
71 Peripheral Visions, Inc.
30 Prometheus Products, Inc.
15 Quark Incorporated
91 Que Corporation
47 Rand McNally & Co.
22 Random House
7 Reader's Digest Software
60 Reston Publishing Company, Inc.
13 Scholastic Inc.
79 Scott, Foresman and Company
31 Sensible Software, Inc.
29 Sierra On-Line Inc.
38 Silicon Valley Systems
25 Silver Burdett
72 Simon & Schuster
8 Sir-Tech Software, Inc.
87 SKU
77 SVE, Inc.
83 Soft-Kat Inc.
82 Softsel
26 Software Arts, Inc.
43 Software Publishing Corporation
65 South-Western Publishing Company
3 Spinnaker
58 Standard & Poors
81 Sterling Swift Publishing Co.
33 Street Electronics Corporation
62 subLOGIC
75 Summa Software
17 Sunburst Communications, Inc.
67 Sunrise Software, Inc.
1 Sweet Micro Systems, Incorporated
78 Syntauri Corporation
27 The Learning Company
34 The Scarborough System
70 Transend
12 Virtual Combinatics
52 VisiCorp
90 Wadsworth Electronic Publishing
4 Weekly Reader Family Software
10 Wico Corporation
56 Wiley Professional Software

Expo Hall

Rep Firm Breakout Sessions

This schedule shows the time and location of your Rep Firm's breakout session. Your attendance is mandatory, but you have to attend only the one session hosted by your rep firm.

	Room A	B	C	D	E	F
10:00	PCMA	RMS	Miller	AMAC	CMG	R II
11:45	TRI	Rainbow	Elm Grp	Compu Pt	Rogers	Matrix
1:30	G/B	Pickett	CMS	MPP	Micro Mgmt	Sesame
3:15	CPMI	Cloth-Her	Comp Reps	TMI	King	Thorson

Main Lobby

Breakout Rooms